



FAIRFAX COUNTY

DEPARTMENT OF PURCHASING & SUPPLY MANAGEMEN

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AMENDMENT NO. 1

MAR 14 2002

SUBJECT: Marketing Consulting Services for Foster Care and Adoption Programs

CONTRACTOR

MDU, Inc.
Dba/Marketing Dynamics
1415 Queen Anne Road
Teaneck, NJ 07666

VENDOR CODE

B13-3307190-01

CONTRACT NUMBER

RQ 02-514677-21A

By mutual agreement and in accordance with the attached proposal and budget, dated February 20, 2002, Contract RQ 02-514677-21A is amended to provide list development, design, typeset and layout of promotional materials, printing, advertising and mailing house services. Services and invoicing shall be completed by May 30, 2002. The cost for these services is not to exceed \$34,817.

All other terms, prices and conditions shall remain the same.


Armand E. Malo, CPPO
Director, County Purchasing Agent

Attachments: A/S

DISTRIBUTION:

Dept. of Finance - Accounts Payable
DAHS Contracts - Karen Mellon
DPSM - Systems Administration Sec

Contractor
Contract Administrator - LPM



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PROPOSAL FOR CONSULTANT SERVICES

The following proposal is submitted to the Fairfax County Department of Family Services Foster Care and Adoptions Unit (DFS/FCA) by Marketing Dynamics (MDU), 1415 Queen Anne Road, Teaneck, New Jersey 07666. This proposal will outline MDU's plan to provide guidance, technical assistance, creative and design services and management support to DFS/FCA's team of recruiters in implementing the new foster and adoptive families recruitment program.

Marketing Dynamics proposes to assist the recruiters in the following areas:

- List Development- We will create the resource list to be utilized in the recruitment program. Working with the staff, we will identify the geographic parameters to used to develop the list as well as "community partners" that will be the focus of the campaign. We estimate a resource list of approximately 5,000 entries, however the exact number cannot be establish until the list research is completed.
- Design, typeset and layout of promotional materials – Marketing Dynamics will be responsible for designing and producing the following promotional/recruitment materials that will be used in the campaign:
 1. Cleaner postcard
 2. 8 ½" X 12" two color flyer
 3. 11" X 17" two color poster
 4. 6 – panel, two color brochure
 5. #10 program envelope
 6. 9" X 12" program envelope

Please note that all materials created for the County will become the property of Fairfax County.

- Printing - We will coordinate and oversee the printing of the following promotional/recruitment materials:
 1. 6,500 Cleaner postcard
 2. 25,000 8 ½" X 12" two color flyer
 3. 5,000 11" X 17" two color poster
 4. 10,000 6 – panel, two color brochure
 5. 10,000 #10 program envelope
 6. 10,000 9" X 12" program envelope



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- Paid advertising – During the terms of the contract, Marketing Dynamics will work with the Fairfax County recruitment staff to identify appropriate newspapers that can be used for classified and display advertising that will support the recruitment activities. We will make recommendations for placement and administer all aspects of this program.
- Mailinghouse services – Marketing Dynamics will coordinate all mailings associated with the recruitment campaign. During the terms of this agreement, up to 10,000 pieces of mail will be distributed throughout the county. We will manage the data base used for the project and coordinate all mailings including printing envelopes and letters, copy services, folding and inserting materials, sealing, labeling, sorting and delivery to the post office. All USPS discount received will be passed on to Fairfax County.
- Management and coordination services – Marketing Dynamics will be responsible for managing and coordinating all the activities described in this correspondence. In addition, we will monitor, via the monthly reports provided by the recruitment staff, the progress and results of these efforts. We will attend up to two on-site planning and coordination meetings, as requested by the staff. We will be available for unlimited phone consultation during the course of this agreement.

The budget for the activities described in this correspondence is outlined in the attached Appendix A.

It was a pleasure preparing this document for you and we look forward to continuing our work with your staff.

David A. Schild, President
February 20, 2002



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Appendix A

IMPLEMENTATION BUDGET – March 1 – May 30, 2002

The following budget is prepared based upon the development of a 5,000 name resource list, with a total of 10,000 pieces of mail distributed.

Required items:

1. List development – 5,000 names, 2 yrs, unlimited use	\$1,500
2. Design, typeset, layout, photo purchase and pre-print expenses for promotional materials including:	
• Cleaner postcards	
• 8 ½" X 11" two color flyer	
• 11" X 17" two color poster	
• 6- panel two color brochure	
• # 10 program envelope	
• 9" X 12" program envelope	7,500
3. Printing all promotional materials	
• 6,500 cleaner postcard	
• 25,000 flyers	
• 5,000 posters	
• 10,000 brochures	
• 10,000 #10 envelopes	
• 10,000 – 9" X 12" envelopes	5,477
4. Postage	
• 6,500 @ \$.20	
• 5,000 @ \$.54	
• 5,000 @ \$.34	5,750
5. Marketing Dynamics professional fee for coordination and supervision	2,500
6. Paid advertising	3,500
TOTAL EXPENSE BUDGET	\$26,227

Optional expenses for Marketing Dynamics to manage resource list and coordinate all mailings.

Copy charges	1,050
Mailing house charges	5,040
Professional fee to coordinate @ \$500 month	2,500

TOTAL **\$8,590**